

FOR IMMEDIATE RELEASE:

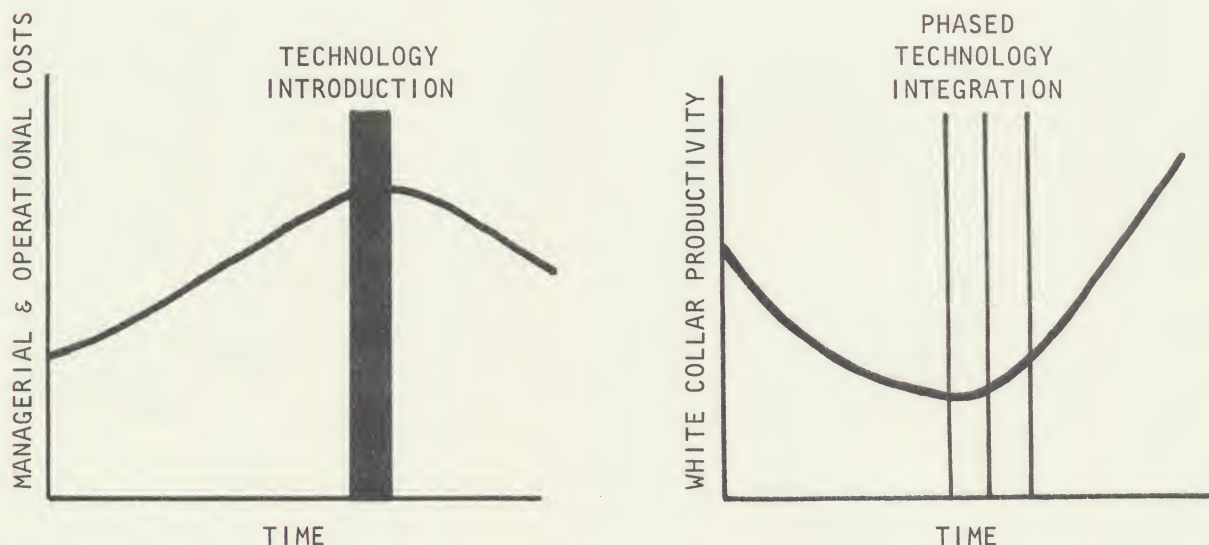
February 28, 1980

FOR FURTHER INFORMATION CONTACT:

Gwendolyn Thomson  
The Yankee Group  
(617) 742-2500  
(617) 723-3200

### "THE USES OF TECHNOLOGY TO IMPROVE MANAGERIAL PRODUCTIVITY"

May 20-21 / New York City



A 20% increase in white collar productivity and a 20% decrease in operating costs can be achieved with a combined management infrastructure/technology solution, according to The Yankee Group, a leading market analysis and research firm in the communications/information processing industry.

On May 20 and 21 in New York City, The Yankee Group will examine the USES OF TECHNOLOGY TO IMPROVE MANAGERIAL PRODUCTIVITY.

In the words of Yankee Group President, Howard Anderson, "the one key asset of any firm is its executive and managerial cadre; the abilities and expertise of this cadre can be leveraged with technology. But technology is the last step -- not the first -- in improving managerial productivity."

"Too many firms who recognize they have a managerial productivity 'opportunity,' attempt to hurdle the obvious impediments with premature, ill-conceived technology solutions. They wind up with a costly mess -- underutilized equipment, excess functionality where it is not needed, and an added layer of complexity that merely aggravates existing problems, as well as creating new ones. Moreover, too many vendors have given only lip service to the problem."

"The technology of faster, more efficient and reliable information transfer and manipulation can enable a firm to grow in size while keeping a rein on the number of executive personnel. Thus it can afford to pay higher salaries (and attract the best qualified individuals), and demonstrate increased earnings. More importantly, the new technologies can enable a firm to explore, enter into and succeed in new ventures more quickly."

"The vendor who develops a thorough understanding of the problems and solutions, and builds a salesforce of new management systems/technology 'consultants,' will be assured of success over the next ten years."



The Yankee Group seminar will analyze a methodology of measurement of the productivity equation: the input factors and output results. It will demonstrate how to design a two-tiered plan:

1) First, a conceptual framework of analysis that begins with the unique corporate characteristics (both its assets and limitations), and evolves into a restructured organizational system.

2) Second, a technology implementation plan, (supported by the new infrastructure), that enables customized definition of criteria for new technology assessment and the steps for integration into the corporate system.

The seminar will demonstrate how to arrive at the optimum mix and timing of technology integration and structural change, in order to achieve a synergistic result in productivity output. It will examine the uses of technology to measurably improve the productivity of both individuals and task forces and groups -- managers, engineers, salespeople, scientists, executives.

Speakers will include:

Tom Hogan, VP & Director of Research, The American Productivity Center.

Howard Anderson, President, The Yankee Group.

Gerald Tellefsen, Senior Vice President, Booz, Allen & Hamilton.

David Mack, Director of Client Services, Communications/  
Information Systems Planning Service, The  
Yankee Group.

Robert M. Rantftl, Director, Engineering/Design Management,  
Hughes Aircraft (Author of R&D Productivity).

Michael Dortch, Manager of Information Technologies,  
The Yankee Group

Dr. Tom Lodahl, Cornell University.

George Colony, Director, Advanced Workstation Project,  
The Yankee Group.

The seminar will be held May 20-21, at the Harvard Club  
in New York City. Detailed information may be obtained by  
contacting Gwendolyn Thomson, The Yankee Group, P.O. Box 43,  
Harvard Square, Cambridge, Mass. 02138. Phone: (617) 742-2500  
or (617) 723-3200.

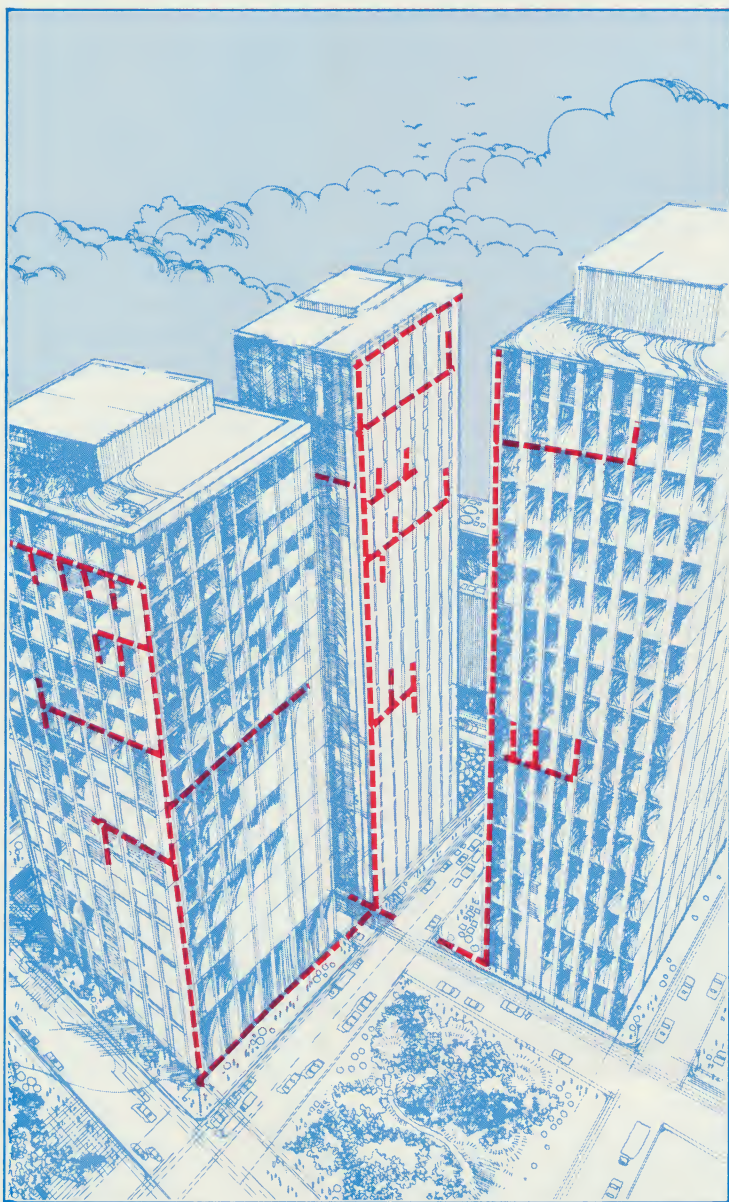
# # #



# INTEGRATING BUSINESS MACHINES INTO LOCAL & INTERCITY NETWORKS

Ethernet • Local Computer Nets • Advanced Voice/Data PBX Supercontrollers

**NEW YORK CITY**  
— A Two-Day Symposium —  
**APRIL 16th, 17th, 1980**



## Why Ethernet?

Why does ARC (Attached Resource Computer) give Datapoint a distinctive leg up on its competition? Both Xerox and Datapoint realize that the rest of their industry — the carriers, the voice-data PBX-Supercontroller manufacturers, the computer vendors — have been looking at the business machine communication market **completely backwards**...in two ways.

First, the EDP industry has incorrectly regarded communications and terminals separately, rather than as part of an integrated system. Second, even when the industry has thought of communications, it has been from an intercity perspective. But business machine communications isn't primarily interstate or even intercity; it's local and intracity.

## Yankee Group research shows that:

60% of all business machines communicate within the building complex itself.

Another 22% communicate under 50 miles.

10% more communicate within 500 miles.

Only 8% communicate over distances greater than 500 miles.

## What does this mean?

Vendors who develop their strategy with the view that hardware and communications are part of the same system that begins with an in-building plan cascaded onto a **local computer network**, will **dominate** the market. Furthermore, users who can access this integrated system will realize more efficient information transfer and will gain significant advantages within their own industry.

We feel that this seminar is one that you will insist on attending.

**the  
YankeeGroup**

Harvard Square, P.O. Box 43, Cambridge, MA 02138  
(617)723-3200 • (617)742-2500 • (617)868-6139

Howard Anderson  
The Yankee Group



## TOPIC I APPLICATION AND FUNCTIONS OF THE VOICE/DATA PBX-SUPERCONTROLLER

The user asks: "What **functions** are going to be necessary to run our business over the next five years and can those functions be performed by our own switch?"

**But the user isn't at all certain he can satisfy his functional requirements without overpaying for capability he doesn't want or which is already provided by his existing computer hardware.**

The question of whether the PBX-Supercontroller is one box or separate discrete products is less important to a user than the applications which make sense. The seminar will focus on these questions. Today, for example, Rolm's CBX handles concurrent voice and message traffic, while the Northern Telecom SL-1 simultaneously switches voice and data through modules attached to electronic telephones. Tomorrow, the more advanced PBX-Supercontroller will not have separate voice and separate data ports, but will use a 64KB path for both.

## TOPIC II POTENTIAL BELL SYSTEM SOLUTIONS

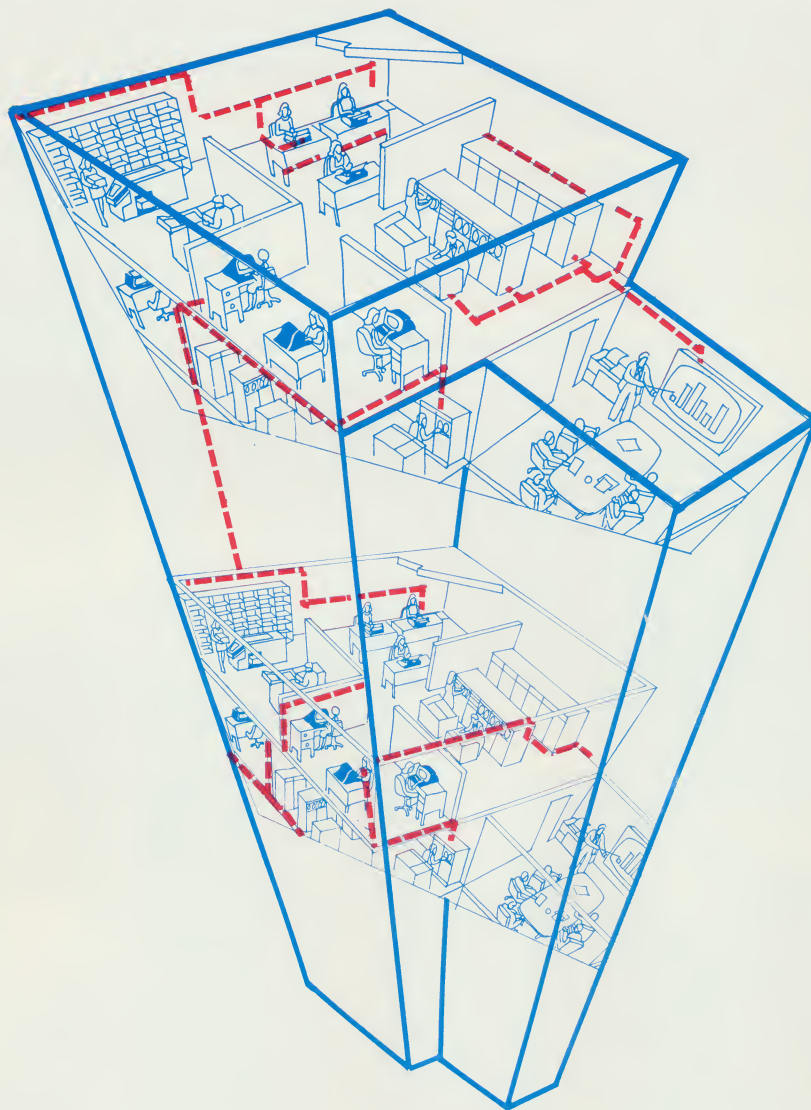
The Bell System has suddenly realized that its intra-building wiring has significant added value. While solutions such as Xerox's Ethernet and Datapoint's ARC are attractive, the wiring costs alone may run into over \$1 million for a major building. The seminar will examine the potential opportunities for using twisted pair wires (which The Bell System largely controls).

The Bell System can provide advanced solutions in either of two ways: through the network itself via ACS II, or on the customer's premises via an advanced voice/data PBX-Supercontroller called **Antelope**.

**While some feel that the early version of Antelope will be only a Dimension processor with added storage and time division switching (versus pulse amplitude modulation), they have missed Antelope's true thrust. According to The Yankee Group, Antelope will be much more — it will support six emerging Bell services and encompass teleconferencing, voice store and forward, electronic mail, environmental sensing, computer inquiry response, data base management, and Cobol. Early versions will be 400-line configurations, but will eventually support a 200-line configuration as well. Introduction: 1983.**

The seminar will also examine Bell's commitment to a customer premises strategy which will enable the users' larger corporate network to function even better. AT & T's strategy over the next three years is to migrate its customers onto its network by offering enhanced services, and then to migrate them from private networks onto Antelope's magic boxes. By attracting the user with "correctly priced" Dimensions (30 day cancellations), The Bell System can capture the business user as the first step in the Antelope migration path.

The Bell Solution, which only it can offer, encompasses simultaneous voice and data transmission over the same pair of wires. By providing 4800 bps to terminals, AT & T will be able to capture a significant share of business machine traffic while keeping voice users from wandering off the reservation. This seminar will examine the impact of this on customers, on competitive PBX-Supercontroller vendors and on competing carriers.



### TOPIC III

## THE INTEGRATED COMMUNICATIONS/HARDWARE PRODUCT LINE

Yankee Group research demonstrates that an **integrated product line** (local network, intercity network control, and computer and terminal devices) will capture a significant share of the market. This integrated solution will **not** be price sensitive. The successful office, data processing, and telecommunications vendor must then offer as broad a mix of functionality as possible — which means having a completely integrated product line, in short, both **communications and hardware solutions**. The companies — either carriers or terminal vendors — who control the local nets and building networks will dictate the switching, and those who dictate the switching will control access to the outside world.

### TOPIC IV

## FOCUS: THE USER

The user has crucial questions — **What are the functions my company really needs?** How can I balance the cost of an advanced local network vs. a traditional star network? **What design strategies can I implement in choosing the right mix of public and private communications services?** What are the myths vs. the realities in voice/data integration? Why is packet voice not a practical solution for at least five years? What are the functional differences between local and intercity networks? How and where is it possible to examine the tradeoffs between inexpensive transmission on local media vs. expensive transmission on intercity facilities? **How is it possible to construct a decision matrix?** Will my PBX-Supercontroller make possible the control of my in-house facility while not requiring a large staff? How do MCI's, ITT's and SBS's bulk long distance services add a layer of complexity?

### TOPIC V

## THE XEROX ETHERNET SYSTEM

Ethernet is the other shoe. It is a coaxial cable contention control scheme which allows any device to be attached to a data bus. Devices on the bus are always listening, but only one can transmit at a given time. Each device has its own address, but the control mechanism is simple; it is possible to have nested layers of addressing so that one Ethernet location can communicate with another Ethernet location.

**A primary weakness in both XTEN and SBS is the requirement of getting the maximum number of business machines onto an outside network. Ethernet solves two problems — routing the in-building traffic and coordinating the outside traffic (local city or intercity).**

Further, Ethernet gives Xerox a completely integrated system — from hardware terminals through a premises network (Ethernet), to a city plan and intercity network (XTEN), and even an international link (Western Union International).

The only piece missing is the PBX-Supercontroller.

## SPEAKERS

### Dr. Dixon Doll, President, DMW Group

Dr. Doll has consulted with some of the largest companies in the United States on their data communications plans and implementation. He is a visiting staff member at the IBM Systems Research Institute.

### Joel Kruissink, Xerox Corporation, El Segundo, CA.

Mr. Kruissink has investigated the potential for Ethernet within building or campus locations.

### James Doherty, DMW

Mr. Doherty was previously responsible for coordinating all voice and data communications services at Equitable Life Assurance. At Equitable, Mr. Doherty was involved in the selection and implementation of a \$6 Million DANRAY voice/data system which required an installed wiring cost of \$1.5 million.

### John Holland, DMW

Mr. Holland was previously with the Chrysler Corporation where he was responsible for coordination activities in computer systems selection, terminal evaluation, telecommunication network planning, and voice/data/message communications.

### Dan Hosage

The ARC system is an innovative solution to integrating telecommunications, DDP and advanced office products. It allows the Datapoint user to have a congruent solution within his building and from one ARC building to another.

### James Hilderbrand, DMW

Mr. Hilderbrand spent the last several years with AT&T working on the applications of Dimension PBX to corporate network problems where he was involved with software design of automatic route selection, and electronic tandem networking.

### Howard Anderson, President, The Yankee Group

Mr. Anderson directs all Yankee Group activities, including the new Communications/Information Systems Planning Service.

### Michael Dortch, The Yankee Group

Mr. Dortch was the primary researcher for The Yankee Group's C/I/S Industry Research Study on "PBX's and Switching: The New Generation Of Supercontrollers."





Harvard Square, P.O. Box 43, Cambridge, MA 02138  
617-723-3200/617-742-2500/617-868-6139

## REGISTRATION

INTEGRATING BUSINESS  
MACHINES INTO  
LOCAL NETWORKS

NEW YORK  
APRIL 16, 17

Please make the following reservations to your conference, **INTEGRATING BUSINESS MACHINES INTO LOCAL NETWORKS**. I understand that since room is limited, registrations are accepted as received and a waiting list will be established for registrations over the limit.

I understand that the fee of \$650 includes the attendance of all the sessions, the Yankee Group Research Manual and two lunches. ☐ New York, April 16,17

☐ Enclosed is my check for \$650 for each attendee. (Additional attendees from the same company \$550.)

☐ Please bill me for \$ \_\_\_\_\_

☐ I am a subscriber to The Yankee Group's C/iS Planning Service so there will be no charge for this seminar.

(Please Print)

1. SIGNATURE: \_\_\_\_\_ NAME AND TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

(Please Print)

2. SIGNATURE: \_\_\_\_\_ NAME AND TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

(Please Print)

3. SIGNATURE: \_\_\_\_\_ NAME AND TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

(Please Print)

4. SIGNATURE: \_\_\_\_\_ NAME AND TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

There will be a cancellation charge of \$100 for cancellations received after April 1st. Those registrants failing to notify us of cancellations are liable for the entire fee. Registrations are transferable. Please complete the **Order Registration form** and return it, or call us at (617) 742-2500 or (617) 868-6139. If you need help in getting hotel reservations, please let us know.

☐ I will ☐ I will not need hotel reservations Date(s) \_\_\_\_\_

The Yankee Group is a firm of management consultants offering specialized services to clients in the area of marketing, market analysis, and research. Its directed client work has included some of the largest corporations in the United States.

### PLEASE SEND ME INFORMATION ON THE FOLLOWING

☐ **The Report on Electronic Mail: Facsimile, WP, and Computer Based Message Systems.** (\$575: Basic 333 page report plus 4 quarterly updates)

☐ **Telecommunications Analysis and Research:** (\$600: Basic Report plus 4 quarterly research studies)

☐ **Research Report on The Digital Impact:** (\$675: Basic 150 page report)

☐ **The Technical Office: Analysis & Research:** (\$525: Quarterly Reports, Special Updates)

☐ **AT&T's Advanced Communications Service:** (\$690: Basic 706 page report plus 2 updates)

☐ Other Yankee Group Seminars

☐ Yankee Group **"Communications/Information Systems Planning Service"**